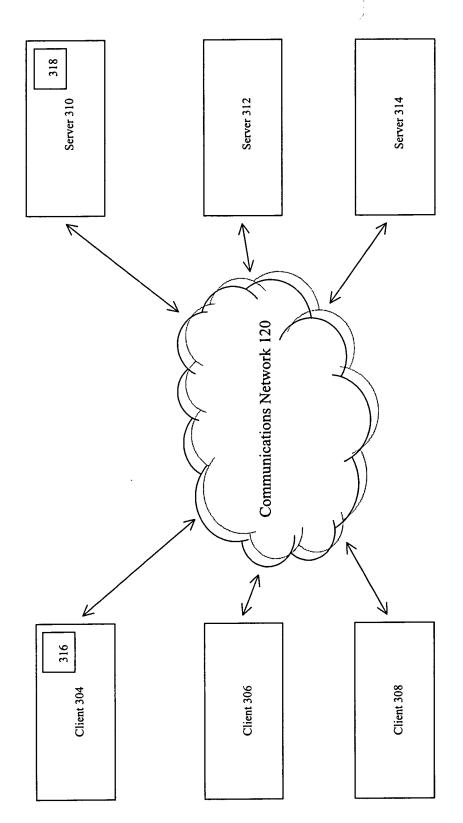


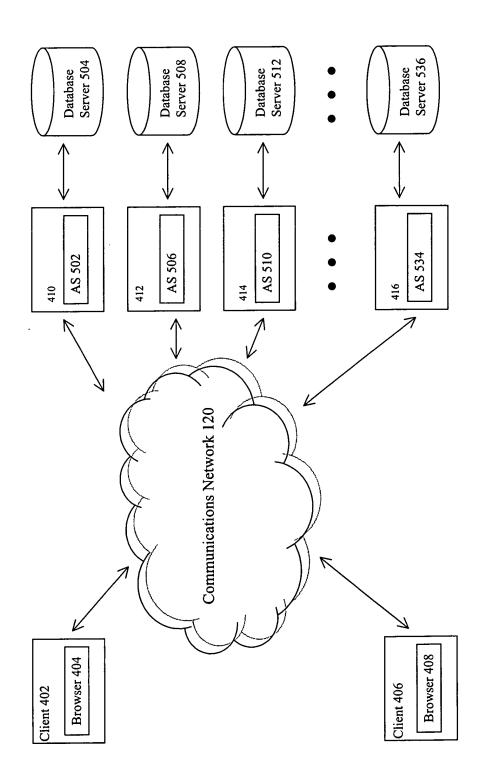
Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001 Local Network 236 Internet 240 Server 242 ISP 238 Host 234 Removable Storage 218 Removable Storage 222 Peripheral Devices 232 Communications Path 226 200 Display 206 Graphical User-Interface 230 Communications Interface 224 Secondary Memory 210 Display Interface 205 Hard Disk Drive 212 Removable Storage Drive 214 Graphics Subsystem 203 Main Memory 208 Processor 204 Interface 220

BUS 202

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

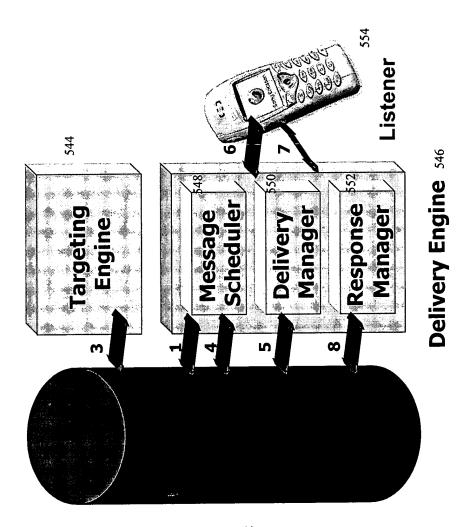


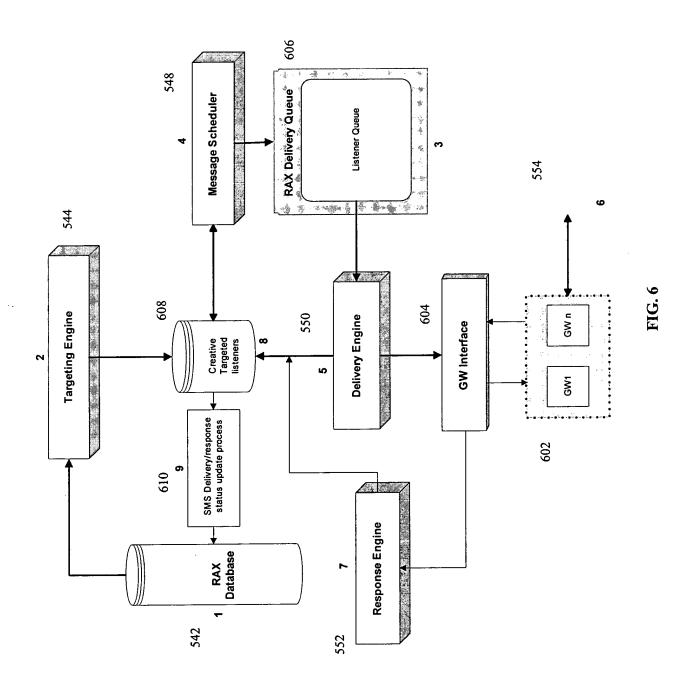
300



<u>400</u>

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

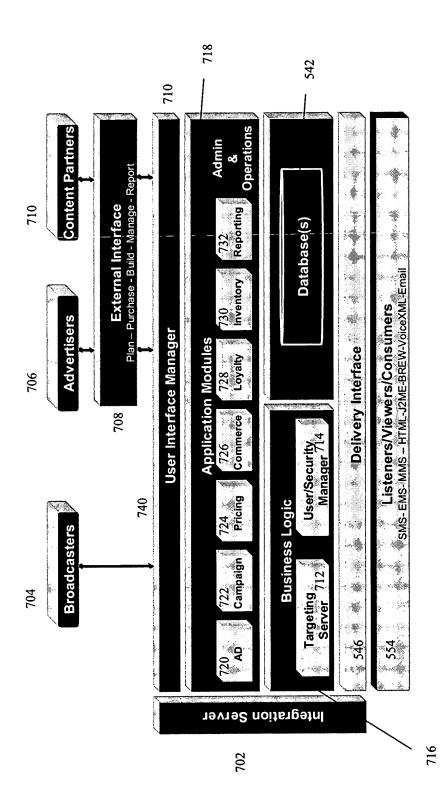




VEHICLE PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown Docket No.: 026473-00001

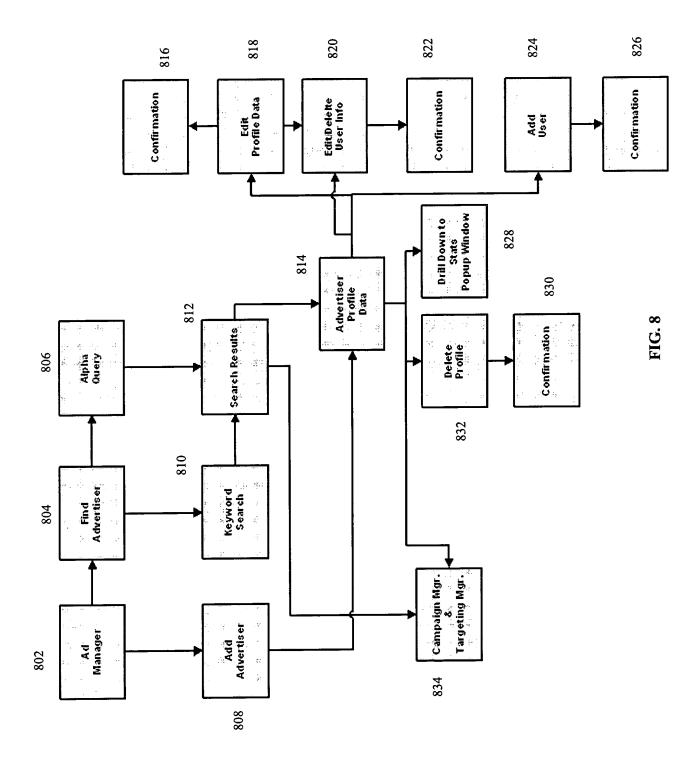


Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING

VEHICLE PLATFORM Inventor: Alexander B. MESHKIN

4

Appln. No.: Unknown Docket No.: 026473-00001



Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

CCEARCHANNEL SYSTEMS, INC. 902 AD Campaign Reporting Admin	Search Advertisers	A B C D E F G H II J K L M O P G R S T U V W X Y Z 904 Keyword Crike Schrift Advance Search	906 Cancel Next
--	--------------------	--	-----------------

CCLEARCHANNEL STREET	AD Campaign Reporting Admin	Search Advertisers	A B C D E F C H J K L M O P O R S T U V W X Y Z	more about the man and and and and and and and and and a
)	Hello	Ä, ÄD		Alex Meshkin. We need to this obtains. Contact are a necessity if what metrics we to query, the DB fits their requires

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

Title: SYSTEM, METHOD AND APPARATUS FOR

AN INTEGRATED MARKETING VEHICLE

PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown Docket No.: 026473-00001

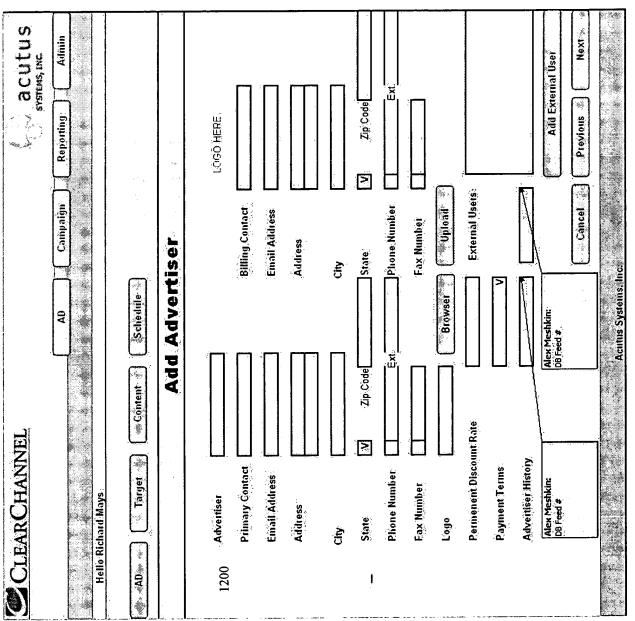


FIG. 12

Hello-Richard Mays: Hello-Richard Mays: Advertiser Primary Contact

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE

PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown Docket No.: 026473-00001

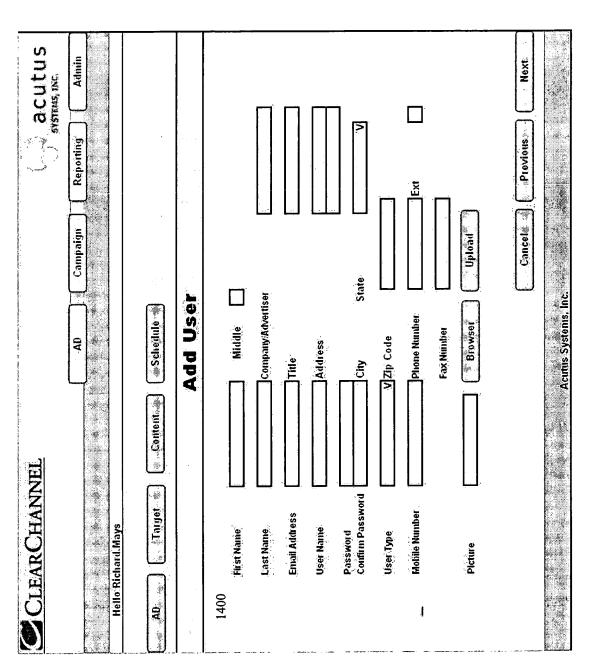


FIG. 14

CLEARCHANNEL Systems, INC.	Admin Reporting Admin Hello Richard Mays	e e Taiget :] * Content" * Schedule *	User Profile	First Name Mike Middle J	Last Name Jensen Company/Advertiser Coke	Email Address <u>mjensen@coke.com</u> Title	User Name mjensen Address 11718 Coke Dr.	Password Circle State GA	User Type External User V Zip Code 30310	Mobile Number 770-331-4575 Phone Number 404-555-1212 Ext ##	Fax Number 404-555-1213 Picture Erowsets (Upload **)	Cancel Previous	Acutus Systems, Inc.
9	Hello	* AD *	• .	1500						l			

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE

PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown Docket No.: 026473-00001

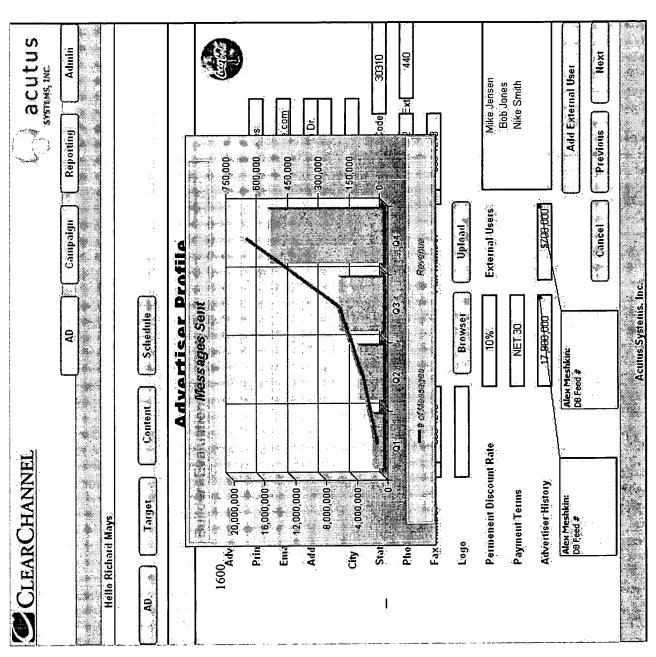
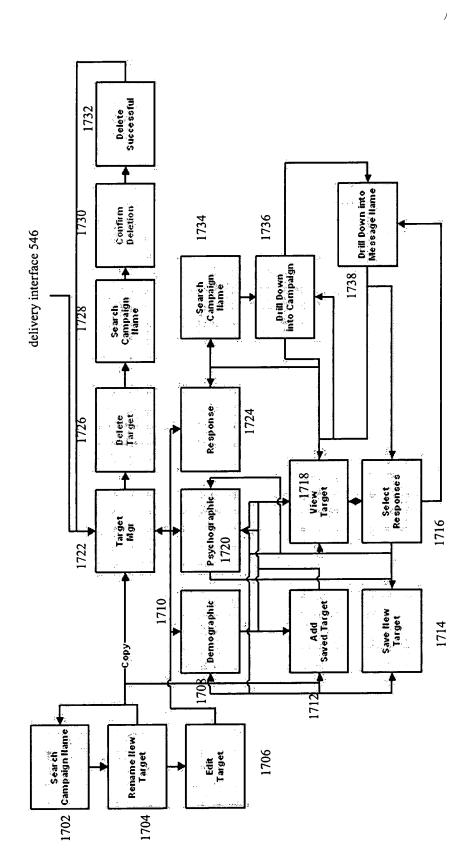


FIG. 16

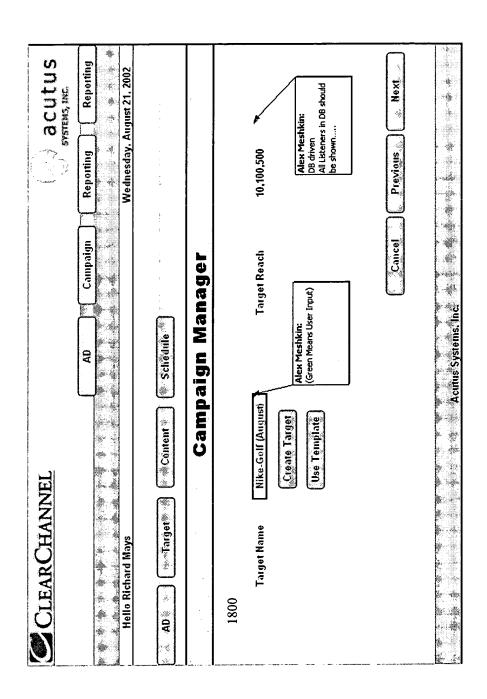
n.



PLATFORM

Inventor: Alexander B. MESHKIN

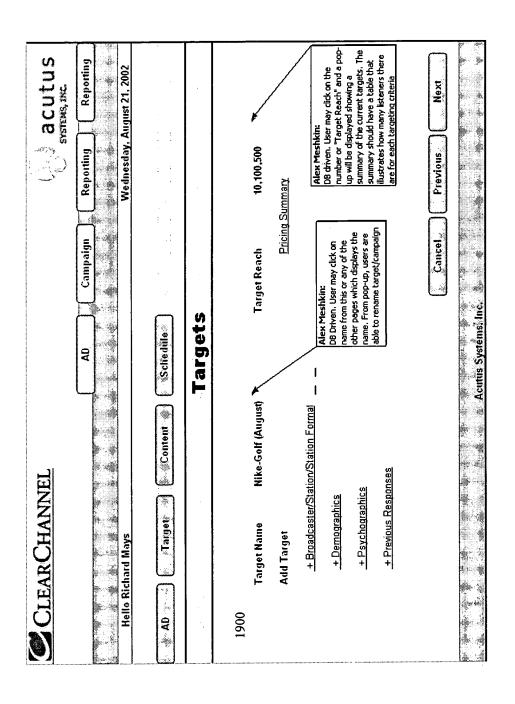
Appln. No.: Unknown Docket No.: 026473-00001



Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE

Inventor: Alexander B. MESHKIN Appln. No.: Unknown

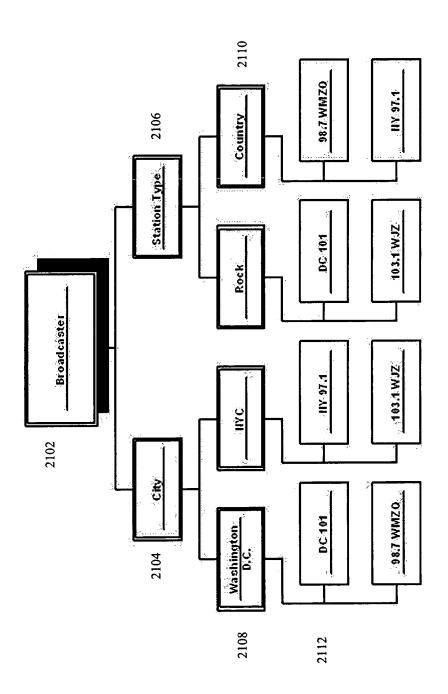
Docket No.: 026473-00001



Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE

PLATFORM

(acutus	Reporting Reporting Wednesday, August 21, 2002			10,100,500	Pricing Summary	Alex Meshkin: DB driven. User may click on the number or "Target Reach" and a popup will be displayed showing a summary of the current targets. The summary should have a table that illustrates how many listeners there are for each targeting criteria					arch	Previous Next	Acutus Systems, Inc.
	AD. Campaign	Schedule.	Targets	Target Reach	Pric	Alex Meshkin: DB Driven. User may click on name from this or any of the other pages which displays the name. From pop-up, users are able to reneme terreet/campaign					Search Advanced Search	Cancel	cutus Systems. Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target Content		2000 Target Name Nike-Golf (August) 7	Add Target	 Broadcaster/Station/Station Format Target by Geography of Station Target by Station Format Demographics 	+ Age + Gender + Income + Location (Zip) + Marital Status + Etc.	- Psychographics	+ Employment + Favorite Food + Favorite Sport + Travel + Etc.	. Previous Responses			, The second sec



CCLE	CLEARCHANNEL	NEL		Systems are.
Hello Ric	Hello Richard Mays		AD	Campaign Reporting Reporting
AD 🦠	l lef	S Content (Schedule	
		Broadcaster		Targets
2200	Target Name Add Target	Nike-Golf (August)	Alex Meshkin: Same as previous page. Applies to all of the following pages	Reach 10,100,500 Pricing Summary
	- Broadcaster + Target by + Target by	- Broadcaster/Station/Station Format - Target by Geography of Station - Target by Station Format	l I	Alex Meshkin: Same as previous page. Applies to all of the following pages
	DemographicsPsychographics	nics ohics		
	+ Previous Responses	esponses		
				Cancel Previous Next
last.			Acutus Systems, Inc.	

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

CLEARCHANNEL SYSTEMS, INC.	AD Campaign Reporting Reporting Helio Richard Mays	Target 🔊 😩 Content 😩 (Schedule 🔊	Broadcaster Targets		Add Target Add Target	- Target by Geography of Station Cities + New York + Washington D.C.	+ Target by Station Format	-131-1	
CCLEA CLEA	Hello Rich	AD AD		2400	- 4				

(acutus	- AD Campaign Reporting Reporting	Schedule	Broadcaster Targets	Target Reach 1,104,231	Pricing Summary			Concel Previous Next Acutus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD AD Taiger Content S	Broadca	2500 Target Name Nike-Golf (August)	Add Taiget	- Target by Geography of Station Cities - New York G105 C K101.5 © E50 AM ©	+ Target by Station Format	Acutu

acutus systems	Campaign Reporting Reporting	IIIe	er Targets	Target Reach 1,104,231	Pricing Summary			Cancel Previous Rext **	jenistinc
CLEARCHANNEL	Hello Richard Mays	AD Content's Schedule	Broadcaster	2600 Target Name Nike-Golf (August)	Add Target	+ Target by Geography of Station	- Target by Station Format + Adult Contemporary + Adult Standards + Atternative + Classical + Classical + Contemporary Hit Radio + Jazz + Oldles + Religious + Rock + Spanish + Urban + Urban		Acutus Systems Inc.

acutus SYSTEMS, JINC.	Campaign Re	inte & and a second sec	er Targets	Tarnet Reach 1 104 231	ricing Summ			Cancels Previous Next	stems/Inc.
CLEARCHANNEL	AD Hello Richard Mays	AD Target Content Schedule	Broadcaster	2700 Tarat Name Mike Colf (August)		+ Target by Geography of Station	- Target by Station Format + Adult Contemporary + Adult Standards + Alternative + Classical + Classical + Classical + Jazz + Oldies + Religious + Rock + Spanish + Talk - Urban K107.3 - LA 95.5 - D.C.		Acimis Systems inc.

acutus Sestens, me.	AD Campaign Reporting Reporting	dule	er Targets	Target Reach 1,104,231			Cancel Previous	Acums Systems, Inc.
C CLEARCHANNEL	A Hello Richard Mays	* AD Taiget D Content Schedule	Broadcaster	2800 Target Name Nike-Golf (August) Add Target	+ Target by Geography of Station	- Target by Station Format + Adult Contemporary + Adult Standards + Alternative + Classical + Classical + Contemporary Hit Radio + Jazz + Oldies + Religious + Rock + Spanish + Talk - Utban K101.5 - NYC ● K107.3 - LA ○ 95.5 - D.C. ○		Acunis Sy

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown Docket No.: 026473-00001

acutus systems, and	AD Campaign Reporting Reporting	Schedule	Broadcaster Targets	Pricing Summary	Cost Per Message Cost Per CPM		\$0.0050 \$5.00	\$0,0055 \$5.50	NIUI.3 ● 650 AM ● ington D.C.	1	Cancels Previous Next :-	Acutus Systems Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target Content	Broad	Target N	2900Add Tar Stations	- Ta	650 AM - NYC	K101.5 - NYC	650 AM 650 AM + Washington D.C.	+ Target by Station Format		

FIG. 29

(acutus exermes, inc.	D Campaign Reporting Reporting	dule	Demographics	Target Reach 1,104,231	Pricing Summary						Cancel & Previous Next	stems, Inc.
CLEARCHANNEL	AD Hello Richard Mays	AD Target Content Schedule	Demogr	3000 Target Name Nike-Golf (August)	Add Target	+ Broadcaster/Station/Station Format	. Demographics	+ Age + Gender + Income + Location (Zip) + Marital Status + Etc.	+ Psychographics	+ Previous Responses		Acutus Systems, Inc.

CLEARCHANNEL Systems, INC.	AD Campalgn Reporting Reporting	D Target	Demographics	0 Target Name Nike-Golf (August) Target Reach 1,104,231	Add Target	+ Broadcaster/Station/Station Format	- Demographics	- Age Range To V V	- Gender	Both V	- Income	From From From Ta Ta Ta Ta Ta Ta Ta T	+ Location (Zip) + Marital Status + Etc.	+ Psychographics	+ Previous Responses	Cancel Previous Next	
CLEARC	lo Richard	y		3100 Target Na	Add Targ	+ Bro	- Den		9 -		-		++++	+ Psj	+ Pre		

E systems, and	AD Campaign Reporting Reporting	Content	Demographics	Nike-Golf (August) Target Reach 1,104,231	Pricing Summary	ion/Station Format		From To 18 V 30 V		Male V	Range	From From To			808	Cancel Previous Next	Actitus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target		3200 Target Name Nike	Add Target	+ Broadcaster/Station/Station Format	- nemographics	- Age	- Gender	U	- Income	\$ # 7	+ Location (ZIp) + Marital Status + Erc. + Erc.	+ Psychographics	+ Previous Responses		

acutus systems inc	AD Campaign Reporting Reporting	Schedule	Demographics	Target Reach 1,104,231	Pricing Summary							Cancel Erevious Rext	Acitus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Taiget Content Sch	Demog	3300 Target Name Nike-Golf (August)	Add Target	+ Broadcaster/Station/Station Format _	- Demographics	+ Age + Gender + Income - Location - Region - State - Zip Code	+ Marital Status + Etc. + Etc.	+ Psychographics	+ Previous Responses		Acutus S

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

(acutus	gn Reporting Reporting			1,104,231	Pricing Summary										II Previous Next	
	AD Campaign	Content	Demographics	Nike-Golf (August) Target Reach	a	tation Format			US Regions	sast Southeast Midwest Southwest South					Cancel	Acutus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Taiget Co		3400 Target Name Nike-G	Add Target	+ Broadcaster/Station/Station Form <u>at</u>	. Demographics	+ Age + Gender + Income - Location Region		Northeast Northewest West	State Zip Code	+ Marital Status + Etc. + Etc.	+ Psychographics	+ Previous Responses		

CHANNEL STREET S	AD Campaign Reporting Reporting Mayer	Target Content Schedule	Demographics	t Name Nike-Golf (August) Target Reach 1,104,231	arget Pricing Summary	+ Broadcaster/Station/Station Format	Demographics	+ Age + Gender + Income - Location Region	US Regions	X Northeast Southeast Midwest Southwest South	State Zip Code	+ Marital Status + Etc. + Etc.	+ Psychographics	+ Previous Responses	Cancel Previous Next	Activities Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD. Tanget		3500 Target Name	Add Target	+ Broadcaster/S	- Demographics	+ Age + Gender + Income - Location Region			State Zip Code	+ Marital Star + Etc. + Etc.	+ Psychographi	+ Previous Res		

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM

() acutus	ing Reporting			231					Wyoming					ous: Next	
	Campaign Reporting			each 1,104,231	Pricing Summary									Cancel Previous	
	AD	*Schedule **	Demographics	Target Reach		ı		<u>Çlear All</u>							Acutus Systems, Inc.
. พ		Content 3 (SS	Demo	Nike-Golf (August)				Sglect All	Alabama				ses		Acutu
CLEARCHANNEL	Hello Richard Mays	Tanget (3600 Target Name Nib	Add Target	+ Broadcaster/Station/Station Forma <u>t</u>	- Demographics	+ Age + Gender + Income - Location Region States		Zip Code	+ Marital Status + Erc. + Erc.	+ Psychographics	+ Previous Responses		, F
	Hello F	AD													

Inventor: Alexander B. MESHKIN

Systems, INC.	D Campaign * Reporting Reporting	quie	raphics	Target Reach 1,104,231	Pricing Summary			Clear All		Wyoming				Cancel Previous	Acutus Systems, Inc.
CLEARCHANNEL	AD Hello Richard Mays	AD Taiget 🖺 Content	Demographics	Target Name Nike-Golf (August)	Add	+ Broadcaster/Station/Station Format	- Demographics	+ Age + Gender - Gender - Income - Location - Location - Region - States - Select All	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	X Zip Code	+ Marital Status + Etc. + Etc.	+ Psychographics	+ Previous Responses		Acutus Syst

acutus Systems Medical	AD Reporting Reporting	Schedule	Psychographics	Target Reach 1,104,231	Pricing Summary						Cancel Previous Next	Acimus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target Content (Sci	Psycho	3800 Target Name Nike-Golf (August)	Add Target	+ Broadcaster/Station/Station Format	+ Demographics	- Psychographics	+ Employment + Favorite Food + Favorite Sport + Travel + Etc.	+ Previous Responses		Acutus

CHANNEL SYSTEMS, INC.	AD Campaign	Target Content Schedule	Psychographics		et Name Nike-Golf (August) Target Reach 1,104,231	Target Pricing Summary	+ Broadcaster/Station/Station Format	+ Demographics	- Psychographics	+ Employment + Favorite Food - Favorite Sport Select All Clear All	Baseball Golf Basketball NASCAR Football	+ Travel + Etc.	+ Previous Responses	Cancel Previous Next	Acutius Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	Aņ Target		3900	Target Name	Add Target	+ Broadcaster/	+ Demographic	- Psychographi	+ Employme + Favorite F.		+ Travel + Etc. + Etc.	+ Previous Res		

acutus systems, inc.	AD Cámpaign Reporting Reporting	Schedule	Psychographics		Target Reach 1,104,231	Pricing Summary		1		Clear Ail	X Golf X NASCAR			Cancel Previous Rext	Acutius Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target Content	Psyc	4000	Target Name Nike-Golf (August)	Add Target	+ Broadcaster/Station/Station Format	• Demographics	- Psychographics	+ Employment + Favorite Food + Favorite Sport	Baseball X Basketball X Football	+ Travel + Erc. + Erc.	+ Previous Responses		AR

HANNEL SYSTEMS, INC.	AD Campaign Reporting Reporting Mays	iget Content Schedule	Psychographics	me Nike-Golf (August) Target Reach 1,104,231	Pricing Summary	caster/Station/Station Fo	Pricing Summary	Targeting Criteria Cost Per Message Cost Per CPM Stations - Level 50,0070 \$7,00	Stations · Level 2 \$0.0077	Sub Total (Avg)	30.0045		port) \$0.0054		rc. rc. vious Responses	Cancel Next Next	Acutus Systems: Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target		Target Name Nike	Add Target	+ Broadcaster/Station	4100Dem	- Psych Targeting	1. 1	+ Fal Sub Tota + Fa Demo - Tare	Demo - Target	Demo Target	Psycho - Targe	+ Tre Tota	+ Etc. + Etc. + Previous Responses		

PLATFORM

acutus orstens, unc.	AD Reporting Reporting	edule	Responses		Target Reach 1,104,231	Pricing Summary					Search Advanced Search	Cancel Previous Next	Acirtus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	- AD - Tanger Content (Schedule	Respo	4200	Target Name Nike-Golf (August)	Add Target	- Broadcaster/Station/Station Format	+ Demographics	+ Psychographics	- Previous Responses	95		Acimins S.

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

Hello Richard Mays Search Responses (Campaigns) A.B.C.D.E.F.G.H.I.J.K.L.M.O.P.O.R.S.T.U.V.W.X.Y.Z Keyword From Warmber of Listeners Humber of Listeners Type of Campaign From To Cancel Response Rates Humber of Listeners Cancel Response Rates Hesponse Rates Herom To To
--

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

AD Target Content Sciledule Search Responses (Campaign Reporting Reporting Reporting AD Target Content Sciledule AB C D E F G H I J K L M O P Q R S T W W X Y Z 4400 Keyword Coff Search Response Type of Campaign Commerce W To Y Z L June W C Q W Commerce W Commerce W To Y Z L June W C Q W Commerce W Commerce W To Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	Acutus Systems, Inc.
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Cacutus acutus	Campaign Reporting Reporting		Listings	Target Reach 345,236 Refine Search	Number of Responses	346,901	561 249	278,561	312,001	Cancel Previous Next	mis, inc.
1	AD	Content Schedule	Campaign		Date Sent	7/1/2001	5/1/2002	6/15/2002	7/1/2000		Acutus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD Target		4500	Select Campaign Name		Masters-2002	Tiger Woods	Golf-Digest		

(SYSTEMS, INC.	AD Campaign Reporting Reporting	edule	Campaign Listings	Taryet Reach 127,890	Number of Responses	346,901	561,249	278,561	312,001	Cancel Previous Next	Acutius Systems Inc.
1		Content Schedule	Campaig		Date Sent	7/1/2001	5/1/2002	6/15/2002	7/1/2000		Samus
CLEARCHANNEL	Hello Richard Mays				Campaign Name	Golfl	Masters-2002	Tiger Woods	Golf-Digest		
S CLE	Hello R	AD	2200	4600	Select	×					

CCLEA	CLEARCHANNEL	1		acutus systems, inc.
Hello Rici	Hello Richard Mays	AD	Çampaign	Reporting Reporting
AD	Target	Contein Schedule		
	*	Message Listings	tings	
4700	Campaign Name	Golff	Target Reach	89,004
	Select	Message Name	Number of Responses	onses
	×	Who will win the 2001 Masters?	122,201	
		How many masters has Tiger won?	98,450	
		How many majors has Tiger won?	45,004	
		Is Tiger the best player ever?	81,246	
			Cancel	Previous Next
		Acutus Systems, Inc.	2	

Hello Richard Mays Conneint Schedule	CC	CLEARCHANNEL		acutus
Target Content Schedule Target Content Schedule Campaign Hame	å		AD	Re
Campaign Listings Campaign Listings Campaign Name Target Reach 127,890 Campaign Name Date Sent Number of Responses Golf1 7/1/2001 346,901 Masters-2002 5/1/2002 561,249 Tiger Woods 6/15/2002 278,561 Golf-Digest 7/1/2000 312,001 Acutus Systeins, Inc. Cancel Previous	Hello	Richard Mays		
Campaign Listings Target Reach 127,890 Campaign Name Date Sent Number of Responses Golff 7/1/2001 346,901 Masters-2002 5/1/2002 561,249 Tiger Woods 6/15/2002 278,561 Golf-Digest 7/1/2000 312,001 Acutus Systems, Inc. Acutus Systems, Inc.	AD		П	:
Campaign Name Date Sent Number of Responses Golf1 7/1/2001 346,901 Masters-2002 5/1/2002 561,249 Tiger Woods 6/15/2002 278,561 Golf-Digest 7/1/2000 312,001 Acutus Systems, Inc. Acutus Systems, Inc.			Campaign Li	stings
Campaign Name Date Sent Number of Responses Golf1 7/1/2001 346,901 Masters-2002 5/1/2002 561,249 Tiger Woods 6/15/2002 278,561 Golf-Digest 7/1/2000 312,001 Acutus Systems, Inc. Acutus Systems, Inc.	4800			•
Golf1 7/1/2001 346,901 Masters-2002 5/1/2002 561,249 Tiger Woods 6/15/2002 278,561 Golf-Digest 7/1/2000 312,001 Acutus Systems, Inc. Acutus Systems, Inc.	Select	Campaign Name	Date Sent	Number of Responses
5/1/2002 561,249 5 6/15/2002 278,561 7/1/2000 312,001 Cangel Previous	×	Golf1	7/1/2001	346,901
6/15/2002 278,561 7/1/2000 312,001 Cancel Previous Acutus Systems, Inc.		Masters-2002	5/1/2002	561,249
7/1/2000 312,001 Cancel Previous		Tiger Woods	6/15/2002	278,561
Cancel Previous		Golf-Digest	7/1/2000	312,001
				Previous
			Acums Systems.	

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

acutus SYSTEMS, AME.	Campaign Reporting Reporting		ıle	of Targets	Target Reach 56,476	Responses Campaign Name: Golfone Message Name: Who will Win the Masters?	Message Response: Tiger Woods			Cancel Previous Next	ems, Inc.
EL .	AD		Schente Schedule	Summary o	Nike-Golf (August)	K101.5 650 AM DC104 LA98	Income 15,000 - 65000	Age 21 - 45	Color Blue	Food Italian	Acutus Systems Inc.
CLEARCHANNEL		Hello Richard Mays	AD Target		4900 Target Name	Broadcaster	Demographics		Psychographics		

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

acutus systems, me.	AD Campaign Reporting Reporting	edute	Search Saved Targets (Templates) ABCDEFGHUKLMOPORSTUVWXYZ************************************	Search Advance Search	Cancel Previous Next Acutus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	AD . Target Content Schedule	Search Saved Tai	5000 Keyword	Acinus

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING

VEHICLE PLATFORM

Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

acutus systems, me Reporting Next View Target View Target View Target View Target Reporting Previous **Targets** Date Created Target Reach Campaign Cancel 561,249 346,901 278,561 312,001 (Saved Acutins Systems, Inc. Schedule 6/15/2002 5/1/2002 7/1/2000 7/1/2001 AD Results Content Golf, Tiger Woods Golf, Nike, Sports Golf, Footjoy Golf, Sports Keywords Search CLEARCHANNEL Target **Target Name** Footjoy - May Nike - June Target54 Target21 Hello Richard Mays 5100 Select ΑĐ 0 0 0 0

FIG. 51

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN

HANN Set	EL systems, like	AD Campaign Reporting Reporting	Content Schedule	Search Results (Saved Targets)	Keywords Date Created Target Reach	Golf, Tiger Woods 7/1/2001 346,901 <u>View Target</u>	Golf, Nike, Sports 5/1/2002 561,249 <u>View Target</u>	Golf, Footjoy 6/15/2002 278,561 <u>View Target</u>	Golf, Sports 7/1/2000 312,001 <u>View Target</u>	Cancel Cancel Next	
	CLEARCHANNEL	Hello Richard Mays	Target 🐑 🤇 Co	Search	Target Name Keyw	Nike - June Golf, Tige	Footjoy - May Golf, Nike	Target54 Golf, F	Target21 Golf, S		

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

acutus swites, and	Campaign Reporting Reporting		Targets	Target Reach 346,901	Responses Campaign Name: Nike Sweepstakes (April) Message Name: Who will win the Masters?	Message Response: Tiger Woods			Cancel Previous Next	, variable of the control of the con
1	AD	Content Schedule	Summary of 1	Nike Golf (August)	650 AIM Alex Meshkin: DC104 Click to Edit/Delete Target Criteria	Income 45,000 - 85000 90,000 - 150,000	Aye 16 - 55	Spoit Golf, Football, NASCAR	Car BMW, Mercedes Benz, Toyota	Acutus Systems, Inc.
CLEARCHANNEL	Hello Richard Mays	A0 Target (5300 Target Name N	Broadcaster Alex Meshkin: Click to Add/Edit/Delete Target Criteria	Demographics		Psychographics		

CLEARCHANNEL	RCHAN	E	American management and a second management of the company of	Taraka di damana dan amanja damana manangan amangan ang ang ang ang ang ang		acutus
			AD	Campaign	Reporting	Reporting
nello Kichard Mays	ift mays	Content	Schedule			
3		Save T	Save Target (Rename)	ename)	2 · · · · · · · · · · · · · · · · · · ·	
5400						
•	Target Name	Keywords	Date Created	Target Reach		
	Nike - June	Golf, Tiger Woods	7/1/2001	346,901	View Target	
		New Target Name	Nike Gol	Nike Golf (August)	_	
		Keywords	Nike, Golf, Masters, PGA	PGA		
				Cancel	Previous	Next
			Acutus Systems, Inc.			

FIG. 54

PLATFORM

Inventor: Alexander B. MESHKIN

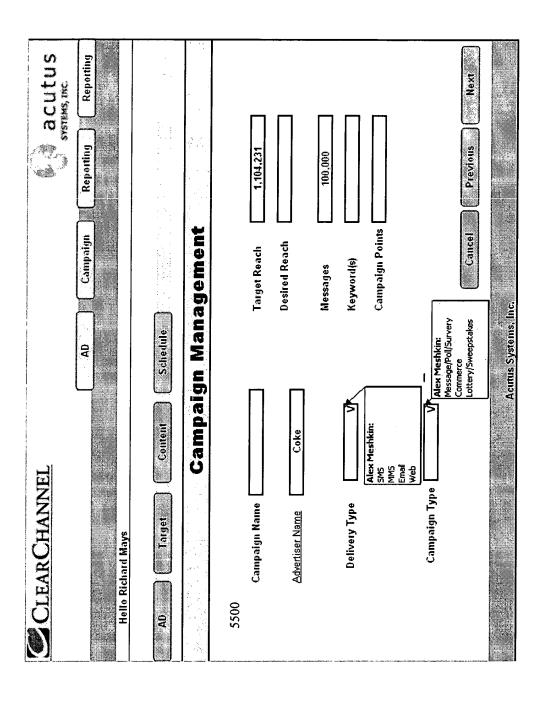


FIG. 55

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM Inventor: Alexander B. MESHKIN Appln. No.: Unknown Docket No.: 026473-00001

acutus systems, inc.	AD Campaign Reporting Reporting	edule.	Campaign Management		Target Reach 1,104.231	Desired Reach 100,000	Messages 100.000	Keyword(s) Golf	Campaign Points 500	Cancel Previous >	Acımis Systems, Inc.:
CLEARCHANNEL	Hello Richard Mays	AD Target Content Schedule	Campaign N	2600	Campaign Name CampaignOne	Advertiser Name Coke		Delivery Type SMS V	Campaign Type Commerce V	ľ	Acimis Sy

PLATFORM

Inventor: Alexander B. MESHKIN

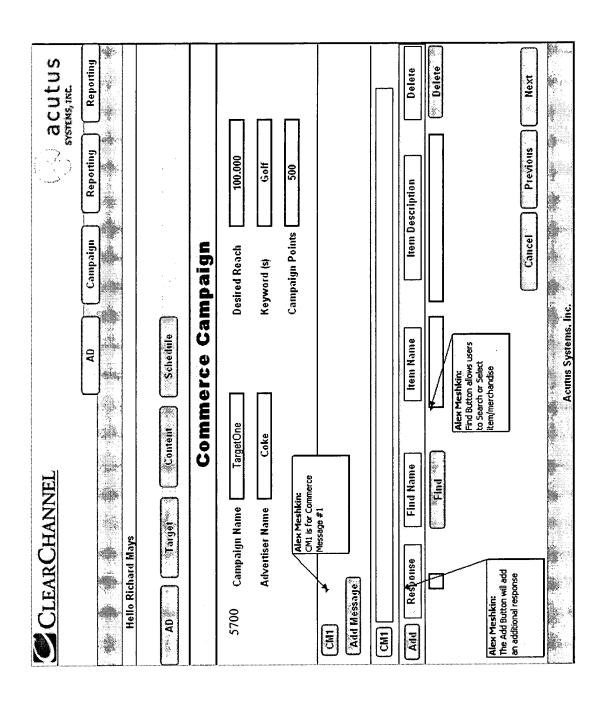


FIG. 57

PLATFORM

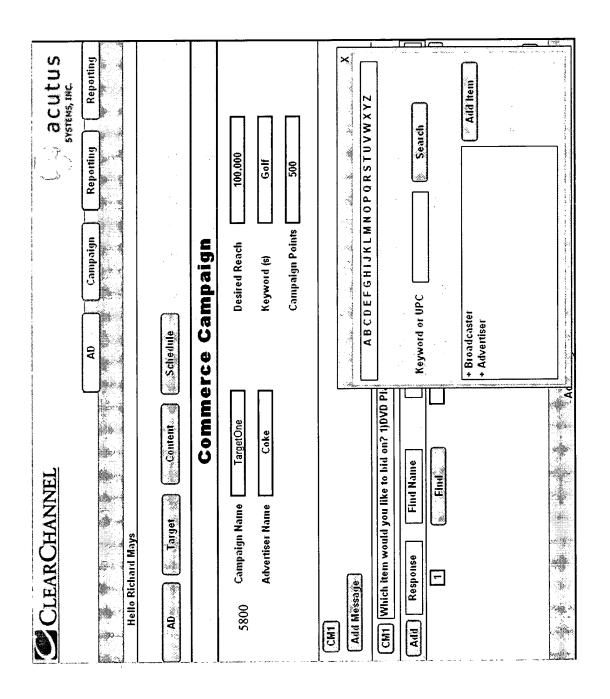


FIG. 58

Inventor: Alexander B. MESHKIN

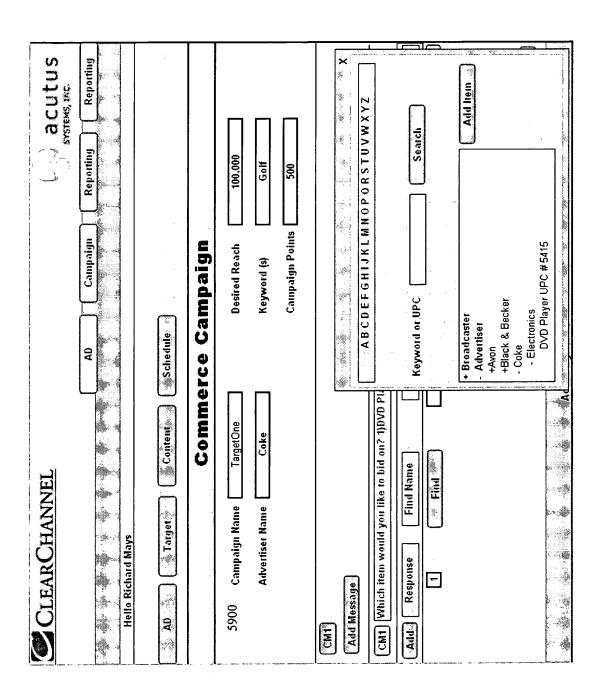
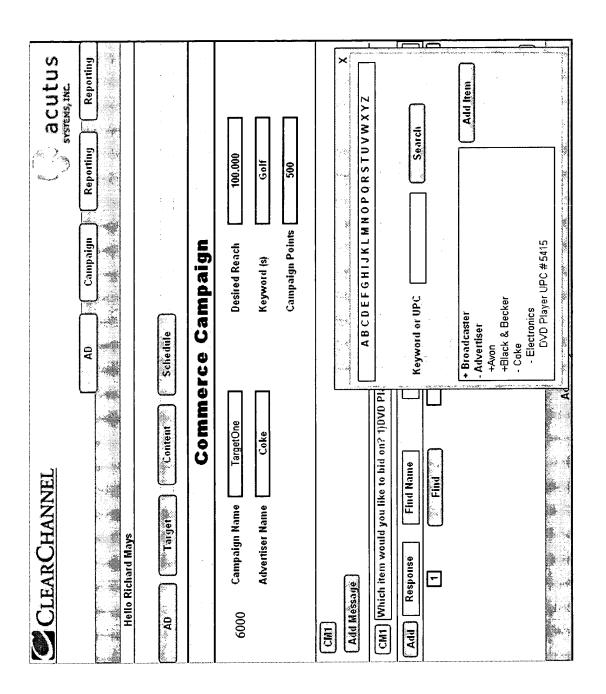


FIG. 59

PLATFORM



PLATFORM Inventor: Alexander B. MESHKIN

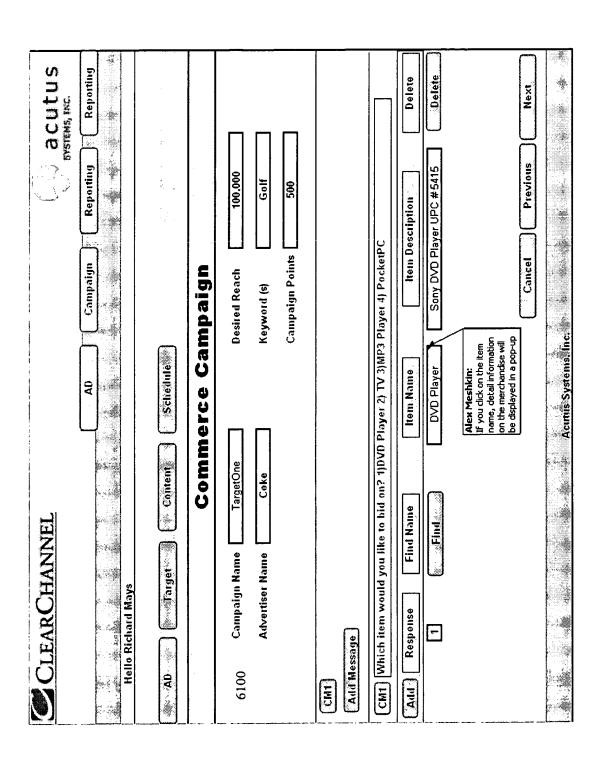
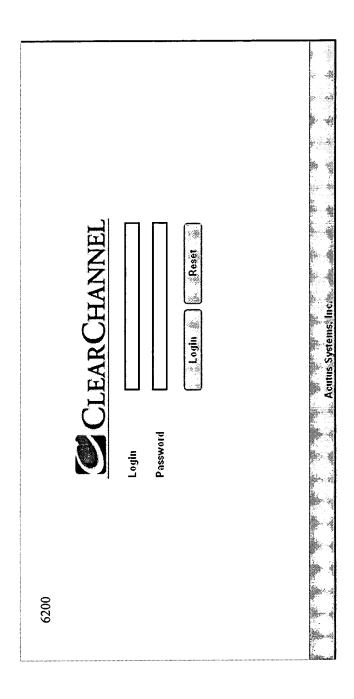


FIG. 61

PLATFORM



PLATFORM

Inventor: Alexander B. MESHKIN

